

In the Claims:

Please amend Claims 7 and 26 as follows:

*a* 7. (Once Amended) The method of Claim 6, further comprising transmitting the tracking information for the presenting of the alternative presentation data for storage in a database.

26. (Once Amended) A digital audio receiver for saving alternative presentation data associated with a rich media segment included in a broadcast stream when playing of the rich media segment on an audio output device is interrupted, the digital audio receiver comprising:

~ a listener control interface configured to allow the listener to interrupt the playing of the rich media segment;

*aa* a storage device for storing the alternative presentation data in response to the listener interrupting the playing of the rich media segment; and

a controller responsive to the listener control interface and connectable to the audio output device, the controller configured to receive signals indicating the interruption of the rich media segment and to store the alternative rich media segment associated with the rich media segment on the storage device when a signal is received from the listener control interface indicating the interruption of the playing of the rich media segment.